

Electronic Filing System (EFS) Data

Electronic Patent Application Submission

USPTO Use Only

EFS ID: 10728
Application ID: 09681050
Title of Invention: Decision Theoretic Approach to Targeted Solicitation by Maximizing Expected Profit Increases
First Named Inventor: D. Chickering
Domestic/Foreign Application: Domestic Application
Filing Date: null
Effective Receipt Date: 2000-12-08
Submission Type: Utility Patent Filing
Filing Type: new-utility
Confirmation Number: 0
Attorney Docket Number: 1018.121US1
Digital Certificate Holder: cn=Michael Andrew Dryja, ou=Registered Attorneys, ou=Patent and Trademark Office, ou=Department of Commerce, o=U.S. Government, c=US
Certificate Message Digest: ID+JXm1jBCNhAkfrPuixhQ==
Total Fees Authorized: \$876.0
Payment Category: CC - Credit Card
Credit Card Number: *****1000
Expiration Date: 02282003
Card Holder Name: Michael Dryja
RAM User ID: EFSPROD
RAM Accounting Date: 2000-12-11
RAM Sequence Number: 233269
RAM Payment Status: RAM success
Postal Code: 98074





TRANSMITTAL FORM

Electronic Version 1.0.2

Stylesheet Version: 1.0

Attorney Docket Number: 1018.121US1

Decision Theoretic Approach to Targeted Solicitation by Maximizing Expected Profit Increases

First Named Inventor: D. Chickering

SUBMITTED BY

Name: Michael Dryja

Registration Number: 39662

Electronic Signature Mark: Michael Dryja

Date Signed: 20001208

I certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.

I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.

Attached Files:

specification	121 spec.xml
bibd-transmittal	efsapds.xml
declaration	121 decpoa 1 of 2.tif
declaration	121 decpoa 1 of 2.tif

patent-assignment
fee-transmittal

efsasgn.xml
efsfee.xml

Attached Image File(s):

121 decpoa 1 of 2.tif

121 decpoa 2 of 2.tif

121 decpoa 1 of 2.tif
121 decpoa 2 of 2.tif

PATENT APPLICATION

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

ATTORNEY DOCKET NO. 1048.121US

As a below named inventor, I hereby declare that:

My residence/post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Decision Theoretic Approach to Targeted Solicitation by Maximizing Expected Profit Increases

the specification of which is attached hereto unless the following box is checked:

() was filed on _____ as US Application Serial No. or PCT International Application
Number _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understood the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to patentability as defined in CFR 1.56.

Foreign Application(s) and/or Claim of Foreign Priority

I hereby claim foreign priority benefits under Title 35, United States Code Section 119 of any foreign application(s) for patent or inventor(s) certificate listed below have also identified below any foreign application for patent or inventor(s) certificate having a filing date before that of the application on which priority is claimed:

COUNTRY	APPLICATION NUMBER	DATE FILED	PRIORITY CLAIMED UNDER 35 U.S.C. 119
			YES: _____ NO: _____
			YES: _____ NO: _____

Provisional Application

I hereby claim the benefit under Title 35, United States Code Section 119(e) of any United States provisional application(s) listed below:

APPLICATION SERIAL NUMBER	FILING DATE

U.S. Priority Claim

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code Section 120, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

APPLICATION SERIAL NUMBER	FILING DATE	STATUS(patented/pending/abandoned)

POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) listed below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Michael A. Dryja, Reg. No. 39662

Katie E. Sako, Reg. No. 32628

Daniel D. Crouse, Reg. No. 32022

Send Correspondence to:

Michael A. Dryja
Law Offices of Michael Dryja
764 228th Avenue NE
PMB 694
Sammamish, WA 98074

Direct Telephone Calls To:

Michael A. Dryja
425-427-5094

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Inventor: D. Maxwell Chickering

Citizenship: United States

Residence: 7573 Old Redmond Road #12, Redmond, WA 98052 USA

Post Office Address: Same

Inventor's Signature

Date

**DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATION (continued)**

ATTORNEY DOCKET NO. 1010.121US1

Full Name of Inventor: David E. Heckerman

Citizenship: US

Residence: 648 West Lake Sammamish Lane NE, Bellevue, WA 98008 USA

Post Office Address: Same



Inventor's Signature

12/7/00

Date

FEE TRANSMITTAL

Electronic Version 1.0.4

Stylesheet Version: 1.0

Patent fees are subject to annual revisions on or about October 1st of each year.

Large Entity

TOTAL FEES AUTHORIZED: \$ 876

BANK (CREDIT) CARD INFORMATION:

Credit Card Number: 1000
Expiration Date: 20030228
Authorized Name: Michael Dryja
Billing Address: 98074

BASIC FILING FEE

Fee Description	Fee Code	Fee Paid
Utility Filing Fee	101	\$ 710

Subtotal For Basic Filing Fee: \$ 710

EXTRA CLAIM FEES

	Fee Code	Fee	Extra Claims	Fee Paid
Total Claims: 27	103	\$ 18	7	\$ 126
Independent Claims: 3	102	\$ 80	0	\$ 0

Subtotal For Extra Claims Fees: \$ 126

ADDITIONAL FEES

Fee Description	Fee Code	Fee Paid
Recording Each Patent Assignment Per Property Fee	581	\$ 40

Subtotal For Additional Fees: \$ 40